

# ABSTRACT

**Title:** Expected and real quality of offered services from the customer perspective in chosen fitness centre.

**Objectives:** This thesis is focused on selected fitness center, where the survey on the quality of the offered services was carried out by the SERVQUAL questionnaire method. Customers comment a center services in selected fitness centre and an expected services in their "perfect" centre. Conceiving of this questionnaire and processing data derived therefrom was also the main objective of this project. This helped to evaluate selected fitness center and to recommend possible changes that will improve quality and thus higher customer satisfaction. This thesis was also done to help create a standardized model of SERVQUAL questionnaire as part of the project called Measuring the quality of sports services in the fitness industry led by Master Jan Šíma (project number: 267811, which is funded by the Grant Agency of Charles University).

**Method:** The survey of service quality was studied using a standardized SERVQUAL questionnaire, which was from December 2010 to July 2011 submitted to clients of Gladiator fitness center. This questionnaire examined and compared customers expected quality of services offered in ideal fitness and customers perceived quality of provided services in the fitness Gladiátor in Ústí nad Labem.

**Results:** This customer satisfaction analysis with the services provided in the fitness Gladiator showed that clients are relatively satisfied with individual services as well as with the overall quality of services provided. To achieve the complete satisfaction of visitors, it is necessary to improve some services or eliminate minor flaws. To improve the quality of these services could be learned from the recommendations and remedial measures suggested in this thesis.

**Keywords:** sport services, customer, SERVQUAL questionnaire